

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the application of: Teiji MIZUTANI

Ser. No.: 09/761,378 Art Unit: 3622

Filed: January 16, 2001 Examiner: Arthur D. Duran

Confirmation No.: 5329

For: CONTENT DATA PROCESSING SYSTEM AND CONTENT DATA  
PROCESSING METHOD

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. 1.97(c)**

**TIME OF TRANSMITTAL OF ACCOMPANYING  
INFORMATION DISCLOSURE STATEMENT**

1. The information disclosure statement transmitted herewith is being filed *after* three months of the filing date of this national application or the date of entry of the national stage as set forth in § 1.491 in an international application or after the mailing date of the first Office action on the merits, whichever event occurred last but *before* the mailing date of either:

- (1) a final action under § 1.113,  
(2) a notice of allowance under § 1.311 or  
(3) an Office Action that closes prosecution.

**STATEMENT OR SUBMISSION FEE**

2. Accompanying this transmittal is

- A.  a statement as specified in 37 C.F.R. 1.97(e).

**OR**

- B.  the submission fee set forth in 37 C.F.R. 1.17(p) for submission of an information disclosure statement under § 1.97(c). (\$180.00).

Fee due: \$0.00

**METHOD OF PAYMENT OF FEE**

3.  Attached is a check in the amount of \$.
  - Charge Account No. 50-1446 in the amount of \$. A duplicate of this request is attached.
  - The fees associated with this paper are being paid electronically with this submission.
4.  If any additional fees are due, please charge Deposit Account 50-1446.

Respectfully submitted,



Stephen R. Burr  
Reg. No. 32,970

August 21, 2006

Date

SPB:jms

BURR & BROWN  
P.O. Box 7068  
Syracuse, NY 13261-7068

Customer No.: 025191  
Telephone: (315) 233-8300  
Facsimile: (315) 233-8320

**Practitioner's Docket No.: 892\_014**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of: Teiji MIZUTANI

Serial No.: 09/761,378

Art Unit: 3622

Filed: January 16, 2001

Examiner: Arthur D. Duran

Confirmation No.: 5329

For: **CONTENT DATA PROCESSING SYSTEM AND CONTENT DATA  
PROCESSING METHOD**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATION UNDER 37 C.F.R. § 1.97(e)**

Sir:

- Each item of information contained in the Information Disclosure Statement filed herewith was *first* cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.

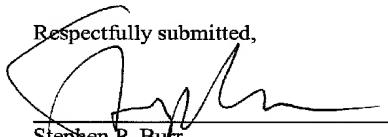
OR

- No item of information in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application or, to my knowledge after making reasonable inquiry, was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

August 21, 2006

Date

Respectfully submitted,

  
Stephen P. Burr  
Reg. No. 32,970

SPB:jms

BURR & BROWN  
P.O. Box 7068  
Syracuse, NY 13261-7068

Customer No.: 025191  
Telephone: (315) 233-8300  
Facsimile: (315) 233-8320

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the application of: Teiji MIZUTANI

Ser. No.: 09/761,378 Art Unit: 3622

Filed: January 16, 2001 Examiner: Arthur D. Duran

Confirmation No.: 5329

For: CONTENT DATA PROCESSING SYSTEM AND CONTENT DATA  
PROCESSING METHOD

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Pursuant to 37 C.F.R. §1.56, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Form PTO-1449. Required copies of the references listed on Form PTO-1449 are attached.

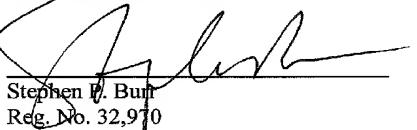
Also enclosed is a copy of a Notice for Reason for Rejection (with an English translation) from a corresponding Japanese patent application bearing a mailing date of May 23, 2006, and the U.S. PTO is directed thereto for a concise statement of possible relevance of the references cited therein.

Reference **CF** corresponds to Reference **CE**.

The above information is presented so that the Patent and Trademark Office may, in the first instance, determine any materiality thereof to the claimed invention. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that these references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,



Stephen P. Burr  
Reg. No. 32,970

August 21, 2006

Date

SPB:jms

BURR & BROWN  
P.O. Box 7068  
Syracuse, NY 13261-7068

Customer No.: 025191  
Telephone: (315) 233-8300  
Facsimile: (315) 233-8320

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

1

of

1

*Complete if Known*

<b>Application Number</b>	09/761,378
<b>Filing Date</b>	January 16, 2001
<b>First Named Inventor</b>	Teiji MIZUTANI
<b>Art Unit</b>	3622
<b>Examiner Name</b>	Arthur D. Duran
<b>Confirmation No.</b>	5329
<b>Attorney Docket No.</b>	892_014

**U.S. PATENT DOCUMENTS**

Exam. Initial		Document Number	Date	Name	Our Docket No.	Class	Sub Class	Filing Date

**FOREIGN PATENT DOCUMENTS**

		Document Number	Date	Country	Class	Sub Class	Translation	Abstract
	<i>CE</i>	97/23838	07/03/1997	WO				
	<i>CF</i>	11-506859	06/15/1999	JP				

**OTHER DOCUMENTS**  
(Including Author, Title, Date, Pertinent Pages etc.)

<i>CG</i>	Yuichi HASHIMOTO, "OPT-IN MAIL ADVERTISEMENT SERVICE, DISTRIBUTION OF DM TO ONLY THE PERSONS WHO DESIRE DM, COST is from 10 yen per one DM", Nikkei Net Business, No. 56, 2000.02.15, pp. 118-119 (with Partial English Translation)
<i>CH</i>	Miki KUBOTA, "ACCUMULATING 10 MISSION CASES OF [MatchLogic] CLIENT ATTRIBUTES FOR DATABASE MARKETING, REALIZING EFFECTIVE BANNER DELIVERY SYSTEM", Nikkei Net Business, No. 49, 1999.07.15, pp. 146-149 (with Partial English Translation)
<i>CI</i>	[ANONYMOUS], "Two Weeks And Counting! E-centives' 'Pick Your Perfect Prize' Sweepstakes Enters Final Two Weeks". PR Newswire [online], May 6, 1999
<i>CJ</i>	[ANONYMOUS], [Send Information to clients who desire to have it. [DM type mail delivery] having an excellent click rate]. ALL METHOD OF DIRECT PROMOTION OF "ADDITIONAL EDITION OF ADVERTISEMENT CONFERENCE" FOR ACQUIRING CUSTOMERS. DIRECT WITH SALES, 2000.05, p. 4 (with Partial English Translation)
<i>CK</i>	[ANONYMOUS], [NEWNESS OF DM ON INTERNET AND DM CREATING SYSTEM BY EASY ORDER, [Cyber DM] of TOPPAN FORMS, [FARM FRESS CLUB], 2000.05, pp. 66-69 (with Partial English Translation)

Examiner:		Date Considered:
-----------	--	------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.